

## ABSTRACT

A scalable architecture delivers real-time streaming media over a communications network, using a streaming media server system for efficient delivery of a plurality of streams including live, simulated live or looping programming, relayed streams, and on-demand media is described. Efficiency is attained using no load or low load control and processing of streams, including high-quality audio, video, graphics, text, or other types of information transmitted over a network. The server system operates in a total media delivery system which includes a plurality of streaming servers, a data storage system, a database, and front end and back end networks to deliver data to the various subsystems.

10 The streaming server utilizes just-in-time playlist simulation, dynamic allocation of servers to listeners, and other techniques to reduce the computational, storage and network requirements of delivering streaming media.